

## **SYSTEM, METHOD, AND ARTICLE OF MANUFACTURE FOR REAL TIME TEST MARKETING**

### **ABSTRACT**

A system, method and article of manufacture are provided for test marketing in real time based on user polls. User input relating to requests for information about products is stored in a database. The database is searched for selecting users who have entered user input relating to at least one product. Information relating to the product(s) is presented to the selected users. Feedback is received from the users. The feedback is analyzed for determining user interest in the at least one product.